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BOOSTING A CITY.

Two months ago a gentleman came into the News office and asked us where Valparaiso, Fla., is located. We didn't know. We had never heard of Valparaiso. But now we know, and no doubt, the entire nation knows that Valparaiso is one of the best advertised towns in Florida.

So aggressive and persistent are its advertising campaigns that several big daily newspapers have devoted as much as a column of editorial space commenting on it, giving it an advertising campaign that money cannot buy.

We are told that "a city that is set on a hill cannot be hid."

Nor can one be hidden so long as it blazes away about itself in the serried columns of the daily press. So evidently this vigorous little gulf city is a believer in advertising, in blowing its own horn.

In an advertisement appearing in leading daily papers of Georgia, Alabama, South Carolina and many other states, Valparaiso, through its mayor, crowds into three inches of space talk about the glories and advantages of that spot that packed a punch and a thrill in almost every word.

"Learn of the Vale of Paradise"—that is what the Spanish name means, and Florida, with the accent on the second syllable is a fine Spanish word that we have butchered in an American pronunciation—"Learn of the Vale of Paradise where dreams come true." This name and those of places about Valparaiso recall the old Spanish regime in Florida, which Jackson rather cavalierly maneuvered off the continent. We confess we had to run it down, with index-finger and parallels of latitude before we could find on the map what President Harding would call this "geographi-

cal location." But it is situated on seventeen miles of Gulf water smiling placidly in the long bay of Choctawhatchee, some forty miles east of Pensacola. To the west only two counties lie between its own county of Okaloosa and Alabama—Escambia and Santa Rosa, both Spanish names. Alabama, by the way, wishes to purchase that portion of Florida west of an extension of the Georgia-Alabama line, which would throw Valparaiso into the "Burned-Over Land" or "Alabama, Here We Rest," whichever or whatever they agree it is. That calamity must, we infer, be averted, for how could the Vale of Paradise consent to be separated from our Flowery Kingdom?

The census gives Valparaiso some 500 or so inhabitants, but they must make up in stupendous zeal for their lack in numbers. The advertisement tells us that "a million dollars in municipal improvements are authorized for this year," and we learn by private wire that the town has appropriated \$10,000 for advertisements. It is going to put itself on every map.

The advertisement says further that any one may "own a beautiful home here, with a perpetual income at practically no investment." That sounds indeed Valparadisical. And what should draw most wonderfully is the lure of the fishing: "Fishing supreme. Every day you can catch the big fellows until your back aches and your hands blister."

But the city of Valparaiso doesn't put all its advertising eggs in one basket. It sends out in letters a little circular that is fairly startling. It is a sort of Napoleonic bulletin, and is captioned: "At Valparaiso, Florida, Yesterday." The Bulletin before us gives the record of two yesterdays at Valparaiso, September 24 and 25. The weather is reported as clear and pleasant, and a remark adds: "Two days as nearly perfect as days could be." But what could be so rare as a day in Valparaiso, except two or more days?

Some of the items are amazing: Nobody under doctor's care, no men seeking employment, no poor, seeking alms, no heat prostrations, no heat sufferers, nobody unable to work on account of the heat. And fishing, bathing, motoring "fine," in Rooseveltian tones.

All this information, the record of a brilliant yesterday, the promise of a still more brilliant tomorrow, is contained in an attractive little circular of three and a half by six inches.

Does it pay for a city to advertise? Valparaiso thinks so, and goes at it with wonderful vim and efficiency. Other cities have developed by

means of systematic advertising—and we are not thinking entirely of Atlanta.

Which reminds us that Palatka is holding before herself the goal of 30,000 population by 1930.

What wonders could not a city of this size accomplish, if it worked as hard and as efficiently, in proportion, as Valparaiso?

"FATHER OF AMERICAN NAVY?"

The promoters of the coming exposition devoted to illustrating "the making of America," seem to have started, unwittingly, a sort of guessing contest as to who was "the Father of the American Navy."

It is rather amusing that no one has yet suggested an American parentage for the American Navy. Is it not possible to hunt out an American sailor to father the American fleet?

The other day some correspondent asked the New York Tribune if John Paul (Jones) was not the real "Father." The Tribune decided that the true paternity rested with Ezek Hopkins. But this decision will bear investigation, and will probably be overruled or reversed.

Milton Wright, we suppose one of the directors of the "America's Making" exposition, writes to The Tribune that the promoters, after a year's investigation of the recondite and mystic question, finds no light, and "takes no stand in the matter." But he says some suggestive things about putative fathers of our navy.

"The Irish declare that Commodore John Barry is the Father of the Navy."

"The English naturally claim Ezek Hopkins, commander of the navy during the Revolution."

"The Scots declare that John Paul Jones alone is the legitimate claimant to the title."

We cast a secret ballot for John Paul.

To vote for Barry, the Irishman, might prove embarrassing to the Administration on the eve of the Arms Conference; and to vote for Ezek Hopkins, the Englishman, might be construed as a tub thrown to the British whale, or a sop to the British Cerberus.

The female of the species is more curious about the mail.

With shells priced as they are, any kind of hunting is dear hunting.

It must be nice to have a chauffeur, and have nothing to do but pay the fines.

About all religion needs to make it popular is a secret initiation and a disguise.

All a miner needs in these days is a pick, a lantern, and a good repeating rifle.

Don't be dismayed by the headlines. One must expect stirring scenes in a melting pot.

The reason some men like to dictate their letters is because you can dictate without knowing how to spell.

The price of coal wouldn't seem so unreasonable if there was a law against selling it.

When taxes make an advance, they invariably consolidate their position and hold it.

Since a dry wave brought in prohibition, it isn't surprising to find the drouth a little wet.

Let's see; what was it the magazines used for reading matter before people began to write sex stuff?

When one of the old boys complains that the German ship of state needs a helm, he means a Wilhelm.

There are two classes of Americans: Those who get rich quick, and those who think their lot is hard.

A lot of people think "pep" consists in being forever excited about something.

The chief trouble with the "Invisible Empire" is that it shows a dis-

Great Liberties Provided in New So. Am. Document

(By Associated Press)

Tegucigalpa, Honduras, Sept. 30—Liberty of thought and free exercise of all form of worship and religion are to be recognized by the Constitution of the new Central American Federation, which is being discussed in the Constituent Assembly meeting here. The provision was adopted after a fierce contention led by the representatives of the Catholic clergy of Guatemala, Salvador and Honduras.

position to be an invisible umpire.

The reason a lot of executives never get anywhere is because they waste too much energy being enthusiastic.

Hard times: An annoying season during which it is necessary to give a job a little attention in order to keep it.

We might increase public revenues by requiring men to take out a license before lying about their gasoline mileage.

There are only two things that will make you forgive a man: Genuine Christianity, and the knowledge that you can lick him.

Quality, Cleanliness Price, Service

The Four Cardinal Points of the Meat Business.

You are Entitled to them All. We Observe them All.
You will find in our stock only articles of first class quality; and, in handling cleanliness is regarded as of first importance.
We give you the benefit of lowest prices consistent with quality and market conditions; we serve you to the best of our ability, appreciate and solicit patronage.

The Model Meat Market

"Where Quality Tells and Price Tells"

Florida and Western Meats

Hens and Fryers Dressed to Order.

Oysters in Season

326 Lemon St.

Phone 98

(The Federation is composed of those three countries).

The new constitution proclaims advanced principles. It declares the inviolability of the human life. This has been a tendency of the Latin-American republics, death penalty having been abolished in the laws of Brazil, Costa Rica, Colombia, Ecuador, Guatemala, Honduras, Nicaragua, Panama, Uruguay and Venezuela. Liberty of thought and of conscience is guaranteed. There can be no legislation on religious matters and all the forms of worship not opposed to morals, good customs and public order are allowed. Religious associations which compel a person to an unconditional obedience or established confinement in cloister, are prohibited.

A religious act cannot be presented to prove the civil status of a man. This provision is meant to do away with the ancient principle of Spanish legislation which recognized the religious certification of birth, marriage, or death as valid and good as the state certifications.

Business classes for those who desire to study shorthand and typing will begin at St. Joseph's Monday afternoon at the hour, 4 o'clock. Book-keeping not be included in this course. English and other adjacent stenographic course will be included.

ANNOUNCEMENT
DR. E. J. MEINHARDT
Chiropractic Specialist
has returned to Daytona from where he completed his post graduate work and will open his office. Dr. Meinhardt has been running the past two months at the largest schools and clinics in the country, and returns to Daytona better equipped than ever to give the best that science and skill can offer to his patrons.
Office hours by appointment
Telephone Office Nurse for appointment, No. 81.

IF YOU WANT THE BEST IN FLOUR DEMAND

OMEGA

(PLAIN)

OR

WHITE RING

(Self Rising)

FROM YOUR GROCER

The standard in FLOUR. These are the patents which all manufacturers try to equal but none succeed.

Sold on a money-back guarantee

Manufactured by

H. C. Cole Milling Co.

Sold by

Merryday Grocery Co.

Distributors, Palatka, Fla.

Coupon Specials at THE DIXIE GROCERY

We Give United Silverware Coupons. They Mean Cash or Merchandise to You. Be Sure and Ask for Them. Sale For 1 Week Only

SUGAR 16 lbs.

\$1.00

MEADOW GOLD BUTTER

48c

With 1 lb. Dixie Special Coffee, steel cut absolutely pure 1 lb. can 40c.

Crisco, 9 pounds for	\$1.58
Crisco, 6 pounds for	\$1.05
Crisco, 3 pounds for	.55
Crisco, 1 1/2 pounds for	.30
Snow Drift Lard, 8 pounds for	\$1.45
Snow Drift, 4 pounds for	.75
Flake White, 8 pounds for	\$1.35
Lard Compound, per pound	.14
Carnation Cream, tall, 2 cans for	.25
Carnation Cream, small, 4 cans for	.25
Pet Cream, tall, 2 cans for	.25
Pet Cream, small, 4 cans for	.25
Van Camps Cream, tall, 2 cans for	.25
Van Camps Cream, small, 4 cans for	.25
Dime Brand Milk, 7 cans for	\$1.00
Libby's Corn Beef, 1 lb. can	.18
Army's Corn Beef, 2 lb. can	.25
Army's Roast Beef, 2 lb. can	.25
Army's Corn Beef Hash, 1 lb. can	.15
Pillsbury Flour, 24 pounds	\$1.50
Pillsbury Flour, 12 pounds	.78
Gold Medal Flour, 24 pounds	\$1.50
Gold Medal Flour, 12 pounds	.78
Omega Flour, 24 pounds	\$1.45
Omega Flour, 12 pounds	.75
Best Self Rising Flour, 24 pounds	\$1.30
Best Self Rising Flour, 12 pounds	.65
Octagon Soap, 15 bars for	\$1.00
Ivory Soap, 15 bars for	\$1.00



It is hard work to think of something different for lunch or dinner every day, so let us suggest for today "Ham and."

Buy a whole ham from us and have it in the house so you can get dinner without much trouble.

Our hams are sugar cured and hickory smoked—that's why they are sweet and juicy.

TRY THEM

P. & G. White Naptha, 15 bars for	\$1.00
U. S. Mail Soap, 40 bars for	\$1.00
Arrow Borax Soap, 35 bars for	\$1.00
Palm Olive Soap, 12 bars for	\$1.00
Star Naptha Washing Powder, 6 for	.25
Soapade, 3 for	.25
Sweetheart Soap, 4 for	.25
Royal Scratch Feed, 100 lb. sack	\$2.10
Grits, 100 pound sack	\$2.10
Meal, 100 pound sack	\$2.10

MEAT SPECIALS

Bacon, Kingan, 1 pound box	.45
Bacon, Kingan, by strips or cut, per lb.	.25
Bacon, Plantation, per pound	.20
Ham, Swifts Premium, per pound	.35
Ham, Kingan Reliable, per pound	.35
Picnic Hams, per pound	.40
Ham, sliced, per pound	.20
Sausage Meat, all pork, per pound	.25
Round Steak, Florida, per pound	.25
Loin Steak, Florida, per pound	.30
Round Steak, Western, per pound	.30
Loin Steak, Western, per pound	.35
Pork Chops, Western, per pound	.35
Pork Roast, per pound	25c and 30c
Beef Roast, per pound	.20
Pork Chops, Florida, per pound	.30
Corn Beef, per pound	.20

DIXIE GROCERY CO. Phone 259

MARKET Phone 433